



SURF LIFE SAVING
NEW SOUTH WALES

ALIGN WITH AN ICON

Partnership Opportunities Program



About us

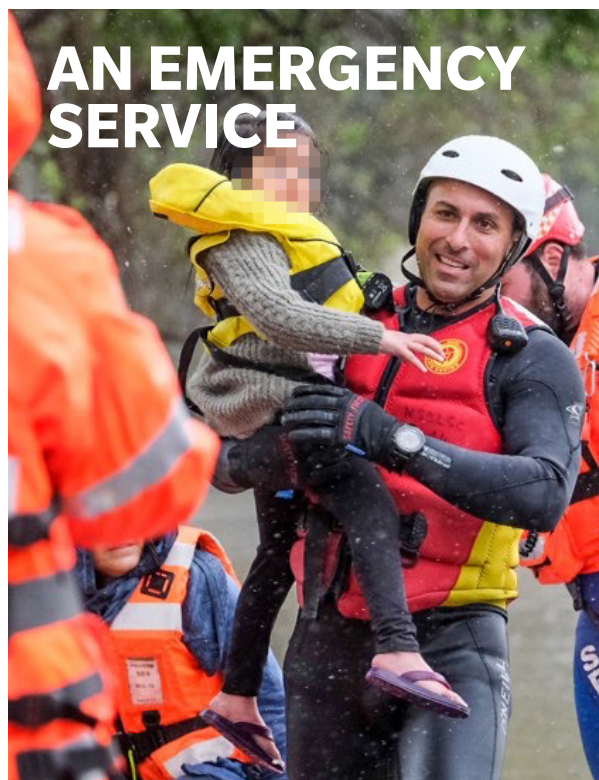
Surf Life Saving NSW (SLSNSW) is the peak coastal water safety, drowning prevention and rescue organisation in NSW and one of the largest volunteer based community service organisations in Australia.

Our mission is simple and hasn't changed for over 115 years: to save lives, create great Australians and build better communities.

We have a significant community, political and media profile through strong relationships with the NSW Government, local Councils and media outlets.

We Are







Our vision

Zero preventable deaths on NSW beaches.

Our focus

To enable our branches, clubs and lifesaving community to thrive and put lifesavers on our beaches.

Our mission

To save lives, create great Australians and build better communities.

Our Beliefs

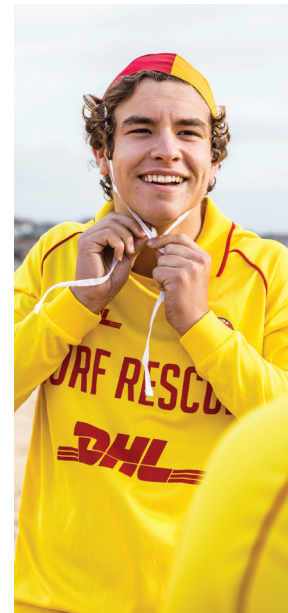
We believe...
Our everyday actions
change lives, build
stronger communities
and create great
Australians



We believe...
A happy, caring and fun environment will
attract and retain the people we need



We believe...
Our community
relies on us to
protect life,
promote life and
save life



We believe...
We are iconic, we
are proud and
what we do makes
a difference

We believe...
Strong leadership,
responsiveness and
flexibility are critical
in our changing
environment

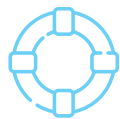
We believe...
Our volunteers are
core to Surf Life
Saving and vital to
our success



We believe...
That honesty,
integrity and
respect are
essential to creating
a healthy culture



Save Lives



Increase our capability to be ready to respond and meet the needs of our community, between or outside the flags.

Develop & Support



Support and drive growth in membership and protect our volunteers.

Grow & Sustain



Build financial resilience and improve flexibility for members to participate.

Engage the Community



Extend our presence and relevance in the community and be inclusive

What we do

Save Lives

Support volunteer lifesavers and provide the tools they need so they can save lives

Support Operations

Emergency response 7/365 for incidents on our coast line

Nippers

Develop healthy active kids

Youth Development

Develop tomorrow's leaders

Member Education & Training

Deliver and monitor required qualifications of volunteer lifesavers

Member Services

Deliver programs and support to Nippers, junior lifesavers, members and clubs

Surf Sports

Deliver sports events across a variety of disciplines which upskill and enable members to maintain fitness to support their rescue capability

Community Education

Engage with all Australians to teach them how to stay safe at the beach, including multilingual programs



SURF LIFE SAVING
NEW SOUTH WALES

Surf Life Saving Services

In addition to our volunteer operations...

Surf Life Saving Services is a wholly owned subsidiary of SLSNSW, which aims to generate funds through fee for service activities to assist SLSNSW achieve its objectives.

Australian Lifeguard Service

Fee for service professional lifeguard provision (eg: for councils, land owners, resorts, national parks etc.)

Australian Lifesaving Academy

Registered Training Organisation (RTO) for First Aid, CPR and other accredited courses. First Aid and safety equipment supply.

Australian Event Safety Service

Fee for service professional First Aid, medical and aquatic safety services for events.

Australian Uncrewed Aerial Vehicles (UAV) Service

CASA approved UAV (drone) operation providing surveillance, auditing and safety services.



SURF LIFE SAVING
SERVICES





7,459,923

Beach Visitors



76,000+

Members



30,000+

Nippers



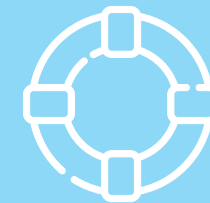
129

Clubs



20,000+

Patrolling Members



3,504

Rescues



675,810

Patrol Hours



5,951

First Aid Rendered



177,671

Preventative Actions

The value of SLSNSW to the community

The total estimated economic value of Surf Life Saving NSW's coastal drowning and injury prevention efforts to NSW through lives saved and assisted is more than \$6.1 billion per year.**



\$6.1 Billion

The estimated value of SLS preventative actions

20:1

For every \$1 invested, \$20 is returned





- Fingal Beach SLSC
- Stockton SLSC
- Cooks Hill SLSC
- Redhead SLSC
- Caves Beach SLSC
- The Lakes SLSC / Soldiers Beach SLSC
- Toowoomba Bay SLSC / Shelly Beach SLSC
- Nth Avoca SLSC / Avoca SLSC
- Ocean Beach SLSC / Umina SLSC
- Collaroy SLSC / Long Reef SLSC / Dee Why SLSC / Nth Curl Curl SLSC / Sth Curl Curl SLSC
- Nth Bondi SLSC / Bondi Surf Bathers LSC / Tamarama SLSC / Bronte SLSC / Clovelly SLSC
- Wanda SLSC / Elouera SLSC / South North Cronulla SLSC / Cronulla SLSC
- Helensburgh-Stanwell Park SLSC / Coalcliff SLSC / Scarborough-Wombarra SLSC
- Port Kembla SLSC
- Kiama Downs SLSC / Kiama SLSC
- Shoalhaven Heads SLSC
- Nowra-Culburra SLSC
- Sussex Inlet & Districts SLSC
- Mollymook SLSC
- Batemans Bay SLSC
- Broulee Surfers SLSC
- Moruya SLSC
- Narooma SLSC
- Bermagui SLSC
- Tathra SLSC
- Pambula SLSC
- Fingal Rovers SLSC
- Cudgen Headland SLSC
- Salt SLSC
- Cabarita Beach SLSC
- Brunswick SLSC
- Byron Bay SLSC
- Lennox Head-Alstonville SLSC
- Ballina Lighthouse and Lismore
- Evans Head-Casino SLSC
- Yamba SLSC
- Minnie Water-Wooli SLSC
- Red Rock-Corindi SLSC
- Woolgoolga SLSC
- Coffs Harbour SLSC
- Sawtell SLSC
- Bellinger Valley-Nth Beach SLSC
- Urunga SLSC
- Nambucca SLSC
- Macksville-Scotts Head SLSC
- South West Rocks SLSC
- Hat Head SLSC
- Kempsey-Crescent Head SLSC
- Port Macquarie SLSC
- Tacking Point SLSC
- Wauchope-Bonny Hills SLSC
- Camden Haven SLSC
- Crowdy Head SLSC
- Taree-Old Bar SLSC
- Black Head SLSC
- Forster SLSC
- Cape Hawke SLSC
- Pacific Palms SLSC
- Tea Gardens-Hawks Nest SLSC
- Birubi Point SLSC
- Nobbys SLSC / Newcastle SLSC
- Dixon Park SLSC / Merewether SLSC
- Swansea Belmont SLSC
- Catherine Hill Bay SLSC
- Nth Entrance SLSC / The Entrance SLSC
- Wamberal SLSC / Terrigal SLSC
- Copacabana SLSC / MacMasters Beach SLSC / Killcare SLSC
- Nth Palm Beach SLSC / Palm Beach SLSC / Whale Beach SLSC / Avalon Beach SLSC / Bilgola SLSC / Newport SLSC
- Bungan Beach SLSC / Mona Vale SLSC / Warriewood SLSC / Nth Narrabeen SLSC / Narrabeen SLSC / Sth Narrabeen SLSC
- Freshwater SLSC / Queenscliff SLSC / Nth Steyne SLSC / Manly SLSC
- Coogee SLSC / Maroubra SLSC / Sth Maroubra SLSC
- Garie SLSC / Era SLSC / Burning Palms SLSC
- Bulli SLSC / Woonona SLSC / Bellambi SLSC
- Corrimal SLSC / Towradgi SLSC / Fairy Meadow SLSC / Nth Wollongong SLSC / Wollongong City SLSC
- Windang SLSC / Warilla-Barrack Point SLSC / Shellharbour SLSC
- Gerrington SLSC

Public Profile and Reach



\$61.9M

Media Coverage
(Advertising Space Rate
equivalent)



1.03M

Website page views



SurfLIFE

Quarterly magazine
distributed to Partners,
Government Ministers,
and SLSNSW Supporters



3,200

Surf Sports Weekly &
Club Mail (weekly eDMs)



25,000

Beyond the Flags
distribution (monthly
eDM)



12,300

Twitter
Followers



2,110

YouTube
Followers



36,000

Facebook
Followers



17,800

Instagram
Followers



4,900

LinkedIn
Followers

Educating the Community

Unfortunately, members of Australia's Multicultural and CALD (Culturally & Linguistically Diverse) are overrepresented in drowning deaths each year. Many new arrivals and a large portion of International Students have little or no access to beach and surf safety information.

The Community Education team works closely with these communities, educational institutes and other stakeholders to ensure we are delivering vital information that is tailored specifically to the diverse needs of the public.

These programs include working with Swim Brothers educating and training members of a Western Sydney swimming group to become trained Surf Life Savers with a Bronze Medallion course.

We have also run many educational workshops along the NSW coastline educating CALD communities around the risks of Rock Fishing and how to stay safe, this family friendly day included a free life jacket for participants.

This year is the 30th year of our Beach to Bush program that sees volunteer life savers visit inland and regional primary schools to deliver our core safety messages.





Youth Development

The Junior Lifesaver of The Year (JLOTY) is a recognition program targeted at 13-14 year old junior lifesavers.

Participants are elected into the program through the award process for Junior Lifesaver of The Year where one male and one female Branch Finalists are put forward for the state award and attend a three day camp. The camp focuses on self-leadership, socialisation, teamwork, Surf Life Saving and self-awareness.

The Youth Opportunity Makers (YOM) workshop is for 15-17 year olds and explores the next step in the leadership journey including small team leadership, developing their social network within the movement and identifying pathways and opportunities within Surf Life Saving and externally.

The camps run concurrently at the same venue. Activities for the JLOTY include reflecting on the essential ingredients to create a successful Surf Life Saving Club, fun activities that push them out of their comfort zone, team challenges that include problem solving, brainstorming ways to retain Nippers, lifesaving skills and physical exercise.

Activities for YOM include simulated first aid scenarios, brainstorming topics such as flexible volunteering and retention of young members, a radio search and rescue activity and mental well being.

The programs cater for 50-60 participants from across the state who are ably supported by a team of 12 facilitators.

Surf Sports

Sport is a well known avenue to develop teamwork, leadership skills, a sense of belonging and responsibility. The health benefits from living a healthy, active lifestyle are well documented. For our members, it also provides them with the ability to keep “rescue” fit and develop vital skills that are employed to save lives.

We encourage mass participation from our Nippers through to our Masters, provide pathways to develop athletes to represent their state and reach their potential, as well as train and develop officials to oversee sporting events and preserve our important sporting traditions.

SLSNSW hosts the following key events:

State Championships

Our largest surf sports event on the calendar with over 20,000 competitors, volunteers and spectators

Country Championships

Our 2nd largest sports event on the calendar specifically targeting regional surf life saving clubs (outside of Hunter – Illawarra region)

NSW Interbranch Championships

A maximum of 40 athletes from each of the 11 branches compete in ocean and beach events. This is also the last opportunity athletes have to push their chances to be named in the NSW interstate team.

Inflatable Rescue Boat (IRB) Championships

Showcasing the best lifesavers from across NSW demonstrating their incredible rescue and lifesaving skills

Pool Rescue Championships

This event attracts 450 lifesavers performing technical water and rescue skills

NSW Surf Boat Interbranch Championships

Competitors represent their branch one last time before preparations for the NSW and Australian titles.



Member Support

Our volunteers generously give a lot of themselves to their communities and we need to ensure they have the necessary skills, qualifications, equipment, knowledge and support to do what they do.

There are many ways we do this. We create tool kits for clubs to make the task of being compliant, have good governance and meet regulations as easy as possible so they can keep focused on the immediate jobs at hand.

We provide training and skills qualifications so that they are up to date with the latest techniques of lifesaving skills and best practice.

Every two years, we host a conference so that representatives from clubs across the state can come together to share knowledge, discuss solutions for newly identified challenges and learn about new processes and practices.

The Awards of Excellence is the movement's night of nights. This is a gala night of celebration and recognition of the wonderful work our volunteers do in their local communities across NSW. Major awards include Surf Life Saving Club of the year, Volunteer of the year and Surf Lifesaver of the Year.



Why partner with us?

In a 2017 global study, **77 per cent** of consumers said they would choose to pay more to purchase from companies demonstrating community responsibility.*

Align your brand to a community service that is on the front line of protecting the NSW public and visitors along our coastline.

Demonstrate your involvement and support of the community within which

you operate by partnering with an iconic and recognisable brand that has existed for more than 110 years.

Live your values through a relationship with one of the largest volunteer based organisations in the country and have a presence along the coast of NSW.

Enhance your customer loyalty, sales and brand trust through your association with SLSNSW.

“Over ¼ of Australian consumers have actively switched brands, because of its support of a charity, in the past year”. **

Engage your staff by involving them in your partnership with an organisation that builds a sense of community and promotes an active, healthy lifestyle.





Ways to partner with us

We seek long term partners that align to our values, brand and where we have synergy. Mutual objectives can be achieved through:

Bespoke partnerships

Together we can create innovative ways to meet mutual objectives.

Cause related marketing campaigns

Attract new customers and drive loyalty through co-branded marketing initiatives.

Sponsorship

Achieve brand recognition through an event, a program, a team or at an organisational level.

Corporate philanthropy

Align your giving to a particular part of our work or to the general cause.

Partnership packages

See examples to follow.

Patrol Partner

Position your brand on the front line by being a Patrol Partner. With 20,000 members patrolling beaches across NSW your brand will take pride of place on the left sleeve of the patrol uniform.

The red and yellow is worn with pride by our members who put their lives on the line to keep the community safe.

Due to the nature of the work that we do, we attract regular media attention about rescues performed, surf sport events, sought after expert opinions on surf conditions or to celebrate the amazing achievements of our members. As such, there are regularly images of our members in patrol uniforms to accompany these reports which provides great exposure of such a partnership.

Benefits can include (but not limited to):

- Brand on the left sleeve of the iconic yellow and red patrol shirt
- Acknowledgment on the SLSNSW website
- Acknowledgment in the SLSNSW annual report
- First Aid training for up to 100 staff p.a.
- Access to communicate to SLSNSW stakeholders through SLSNSW publications and communication channels
- Reciprocated CEO video endorsement
- Naming Rights to the Lifesaver Development programs
- Naming Rights to the Rescue of the Month recognition program
- Access to a senior Surf Lifesaving representative to speak to staff or at a function for your organisation



Strategic Partner

As a strategic partner, you will benefit from being involved in multiple aspects of our work including community education initiatives, member engagement events and activities as well as training and development.

Actively demonstrate your concern for your staff's wellbeing by tapping into our expertise to deliver Mental Health First Aid training to key personnel.

Strengthen your team, build cohesion and improve morale with our Life Saving themed team building session.

Benefits can include (but not limited to):

- Dedicated account management
- Acknowledgment as Premium Sponsor at Awards of Excellence
- Staff engagement activities
- Team Building session for up to 20 staff
- Activation and engagement opportunities with SLSNSW stakeholders
- Networking opportunities at SLSNSW premier events
- Co-created digital content
- Naming rights to an event, program or area of work
- First Aid training for up to 75 employees
- Mental Health First Aid training for up to 20 employees



Innovation Partner

We are constantly reinventing the way we do things to ensure that we are as efficient as we can be – whether that's through the way we educate our members or the public, how we communicate with our stakeholders or the equipment we use to save lives.

Technology plays an important part in being able to educate more people about coastal dangers or even reducing response times to ensure more lives are saved.

This can be through the development of an app to educate kids on beach safety, the invention of an interactive kiosk at the beach that displays surf conditions and access to help, or the delivery of vital information direct from patrols to reduce paper based recordings.

Benefits can include (but not limited to):

- Naming rights of the innovation developed
- Branding on live streaming productions
- Branding on software developed for SLSNSW purposes
- Branding on apps
- Branding on video production
- Access to post on our social media channels
- Premium Sponsor status at SLSNSW Member Conference
- First Aid training for 50 employees



Major Partner

Get involved in a whole stream of SLSNSW work (eg surf sports or community education initiatives).

Potential benefit inclusion highlights:

- Activation opportunities at major events
- Communication/advertising to SLSNSW stakeholders via SLSNSW publications (Beyond the Flags, Club Mail and SurfLIFE)
- Opportunities to present awards/medals at selected events
- First Aid training for 25 staff
- Invitations to VIP hospitality opportunities
- Naming rights to an event or program

Official Partner

Hone in on a particular aspect of SLSNSW work to align to (eg sponsor a community education program or NSW Surf Sports Team).

Potential benefit inclusion highlights:

- Brand placement on team uniforms or program materials
- Major Sponsor Status at State Championships
- PA announcements at associated surf sports events
- First Aid training for 10 staff
- Use of logo

Supporting Partner

Become the naming rights partner of a surf sports event or be a contributing partner of an education program or another event.

Potential benefit inclusion highlights:

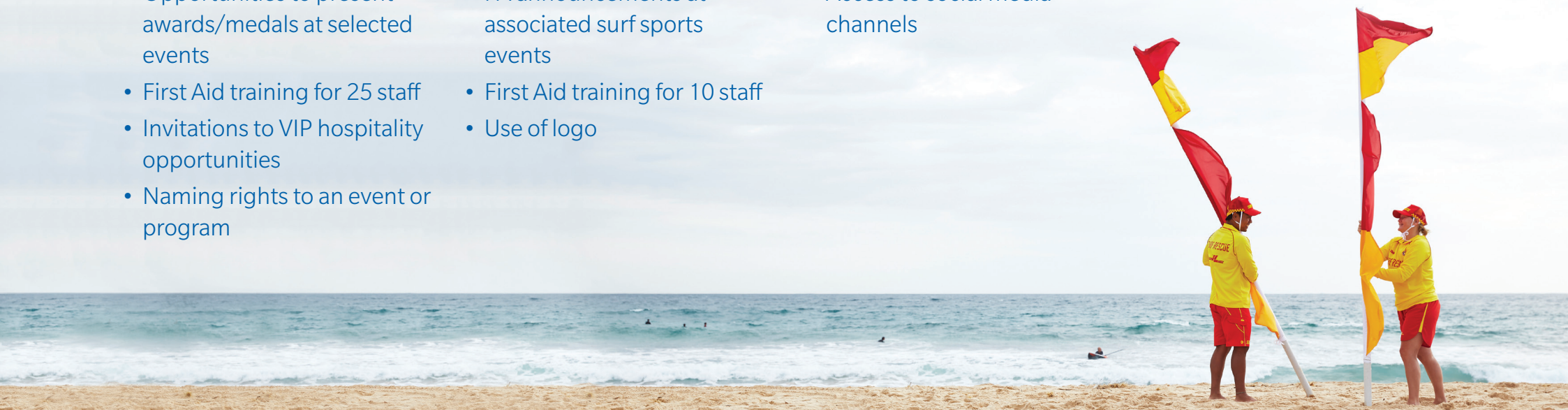
- Supporting Partner Brand placement on relevant event collateral
- Acknowledgement on website as SLSNSW partner with hyperlink to webpage
- Access to social media channels

Business Partner

Become a contributing partner of a single initiative or event or aspect of an event

Business Partner benefit inclusion highlights:

- As per package of event or acknowledgment at the initiative source (eg Technology partner at State championships)



ClubsNSW

ClubsNSW is proud to be a Partner of Surf Life Saving NSW, one of the most iconic and trusted organisations in the country.

Surf Life Saving's core values of social inclusion, education and volunteerism and building better communities aligns with the NSW Club industry values, putting the interests of our communities first.

We are proud to continue our support of the state's 129 Surf Life Saving Clubs, because we recognise and appreciate the vital role that lifesavers perform in our communities.

Sallianne Faulkner
CEO ClubsNSW (Acting)



Oakberry Acai

“The expansion of the Oakberry Acai business has dovetailed with our growing involvement with Surf Life Saving NSW and the more we support their fine work, the more we appreciate how important our relationship is.

There is prestige in this association, marketing and commercial benefits and Oakberry Acai is a very proud and happy sponsor.”

Renan Pinto

CEO, Oakberry Acai Australia



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Disclaimer:

The benefits outlined under each partnership type are in no way restricted exclusively to that category. The benefits described are examples only and are not limited to those stated. Surf Life Saving NSW reserves the right to withdraw and/or replace benefits noted. Other types of partnerships not listed here may be formed and benefits will be subject to the investment budget of the prospective partner, potential conflict of benefits with existing partnerships and relevance or appropriateness of the brand to the proposed benefit. Surf Life Saving NSW is in no way bound to any terms or offers contained in this document.



NEW SOUTH WALES